



MENDOCINO COUNTY TOURISM COMMISSION, INC.

BOARD OF DIRECTORS

MINUTES

DATE: Tuesday, April 12, 2016 **TIME:** 1:00 PM – 5:00 PM

LOCATION: Mendocino County Tourism Commission, 345 N. Franklin St, Fort Bragg, CA 95437

CALL-IN LOCATION: Mendocino County Tourism Commission, 390 W. Standley St, Ukiah, CA 95482

Call-In Number: 1-605-475-5950 **Access Code:** 694806

Guests: Wendy Roberts, Pauline Zamboni, Ruth Sparks, John Dixon, Richard Strom, Joe Webb, Daphne Haney, Jodi Smith (Minute taker)

- I. CALL TO ORDER-The Chair called the meeting to order at 1:04 PM.
- II. ROLL CALL-John Kuhry, Debra DeGraw, Marcus Magdaleno, Jan Rodriguez, Sharon Davis, Jo Bradley, Jitu Ishwar (Phone in), Bernadette Byrne (Phone in), Jennifer Seward (Phone in). Absent: Susie Plocher, Deborah Kettner
- III. CHAIR'S COMMENTS-The Chair briefly announced the plan for the meeting.
- IV. PUBLIC COMMENT ON NON-AGENDA ITEMS –Ruth Sparks commented on the need for advertising pygmy forests of the Mendocino coast such as the Charlotte M. Hoak pygmy forest and Jug Handle reserve. She passed out map and pocket guide templates to the BOD. She would like MCTC staff to assist in passing the information out to visiting public and spreading the word on various trail access.
- V. APPROVE MINUTES FROM FEBRUARY 8TH, 9TH, AND MARCH 8TH, 2016 MEETINGS—**Motion to approve all minutes with a correction to Board Chair from John Dixon to John Kuhry on the February 8th and 9th minutes made by Jan Rodriguez; Seconded by Sharon Davis. Motion carried unanimously (9-0).**
- VI. APPROVE QUARTERLY REPORT— **Motion to approve Quarterly Report with changes to retitle the report to Third (3rd) Quarterly Report made by Jan Rodriguez; Seconded by Jo Bradley. Motion carried unanimously (9-0).**
- VII. UPDATE FROM PERSONNEL COMMITTEE--
 - a. Update on current Executive Director search—The Committee discussed the need and inclusion for more local advertising of the position and tasked the IGM to put ads out to EDD and the Ukiah Daily Journal which automatically forwards to Monster.com employment boards.
 - b. Review current Job Descriptions and Performance Measures—**Motion to direct staff to focus on the following key issues: BOD support, upcoming signature events, keeping the office open on the weekends, internal communication to constituents, made by**

Jennifer Seward; Seconded by Jitu Ishwar. Motion carried unanimously (9-0). The IGM reported that reallocation of staff time to cover the above priorities had already taken place.

VIII. UPDATE FROM ORGANIZATIONAL DEVELOPMENT COMMITTEE—1) ACTION ITEM: Approve Deborah Kettner as replacement for Jan Rodriguez. **Motion made by Jo Bradley to approve Deborah Kettner as a replacement for Jan Rodriguez on the Organizational Development Committee; Seconded by Jan Rodriguez. Motion carried (8-0), 1 absent voter.**

IX. UPDATE FROM AD-HOC BYLAWS COMMITTEE--

- a. Suggested edits to the Bylaws-Pauline Zamboni submitted a four-page (April 4th) summary within the BOD packet including a paragraph codifying the relationship between MCTC and the BID Advisory Board. BOD members concluded that more research needs to be conducted on the inclusion of contractual obligations within the Bylaws, therefore the Chair has directed staff to leave out this language for the next meetings discussion and vote. Other prospective changes to the Bylaws that have been suggested cannot be voted on at this time as the edited Bylaws copy wasn't sent out 10 days in advance and will be put to vote on the May 10th agenda.
 1. ACTION ITEM-Support recommended changes to BID nomination process by BID Advisory Board. **Motion to approve the changes to the BID nomination process was made by Jo Bradley; no Second was offered. Motion died.**

X. UPDATE FROM FINANCE COMMITTEE--

- a. Review of Board Training Budget, Expenses, Reimbursements from MCPA--Item tabled for vote at May meeting.
- b. Review Current Staff Credit Card Charges to Determine Possibilities of Reducing Use
 1. ACTION ITEM: Draft resolution to task Bookkeeper to move \$50,000 from existing bank account to new lending institution banking account. **Motion to have Bookkeeper move \$50,000 out of reserve funds to secure credit cards made by Jennifer Seward; Seconded by Jitu Ishwar. Motion carried unanimously (9-0).**
- c. Review Visit Ukiah Hotel Feasibility Study \$10,000 Proposal—The BOD discussed the concern of setting precedence with this funding proposal among other constituents seeking city grant funding.
- d. Financial reports—The Finance Committee cancelled their scheduled March 30th meeting and was unable to review financials prior to the BOD meeting, therefore reports, though submitted, was tabled for approval at the May meeting.

XI. VISIT UKIAH RFP—

1. ACTION ITEM: Vote upon \$10K grant request. **Motion to grant Visit Ukiah \$10,000 for Hotel Feasibility Study made by Bernadette Byrne; Seconded by Debra DeGraw. Motion denied (5 against, 4 abstentions).**

- XII. DISCUSS BID ANNUAL REPORT DRAFT—John Dixon discussed the need to include more positive language on the role of MCLA and their partnership with the BID Advisory Board. He also suggested a different flow chart using dash instead of solid lines to better illustrate to whom MCTC reports directly to (*i.e.* the Board of Supervisors as opposed to the BID). The BOD Treasurer, Marcus Magdaleno, corrected the amount of funds transferred to \$33,270.62 on page 15 of the report.
- XIII. INTERIM GENERAL MANAGER REPORT—The IGM conferred the need to have Committee's set their monthly meeting schedule to reduce overlap and staff time in meeting preparation and organization.
- XIV. SET NEXT MEETING-The next meeting will be held inland on May 10th at 1 PM.
- XV. ADJOURN-The Chair adjourned the meeting at 4:54 PM